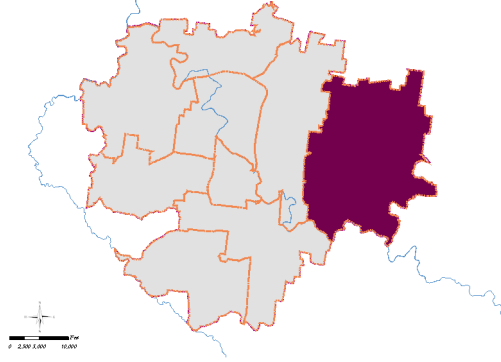


# CHARACTER AREAS



## SEWARD HALL

### Planning Background

The Seward Hall Character Area lies east of I-65 on the easternmost edge of the City of Franklin and the UGB. It is comprised of approximately 10,614 acres. The north and east boundaries of Seward Hall are the limits of the UGB. The southern boundary is the Harpeth River. The major regional commerce center in the McEwen Character Area lies immediately to the west.

The character of this area is a combination of Rural and Suburban. Roughly 46% of the land in this area is either vacant or being used agriculturally. The developed portions of the area are almost exclusively Detached Residential development, comprising 33% of the land area. The remaining 11% of the land is open space, institutional uses or utilities.

The topography in the Seward Hall Character Area is relatively moderate, with rolling hills and some steep slopes occurring north of Liberty Pike. The floodplain areas are generally limited to the southern portions of the area.

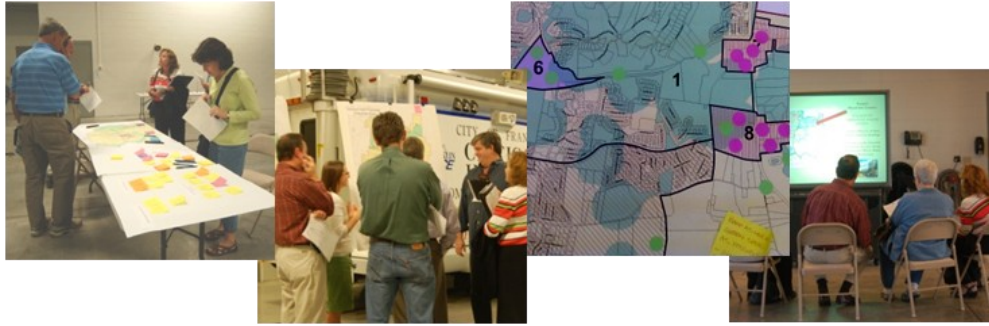
Planned extensions of Liberty Pike and McEwen Drive, as well as the extension of Market Street and improvements to Murfreesboro Road, will increase development pressure in this area. Pedestrian and cycling facilities in the form sidewalks, bike lanes and multi-use paths are necessary to meet the needs of the increasing population.

City sewer is currently available for the existing subdivisions north and south of McEwen Drive, areas near McKays Mill Subdivision off Clovercroft Road and the Ivy Glen and Caldwell Estates Subdivisions. Recent development in the area has tapped into existing sewer lines. Limited sewer, especially in the areas south of Murfreesboro Road, will constrain development to mainly large-lot Detached Residential uses. It is anticipated that as sewer expands south of Murfreesboro Road, that areas to the west of this area would more easily be served.

### Vision

The Seward Hall Character Area will be comprised of eight special areas, where residential uses should be predominant. Three of the special areas are identified for smaller scale commercial uses, and are still appropriate areas for residential uses. The entire area should retain a Suburban and Rural character. The preservation of natural features in the area is critical in order to retain its current character.

# CHARACTER AREAS



## Section Update and Outreach

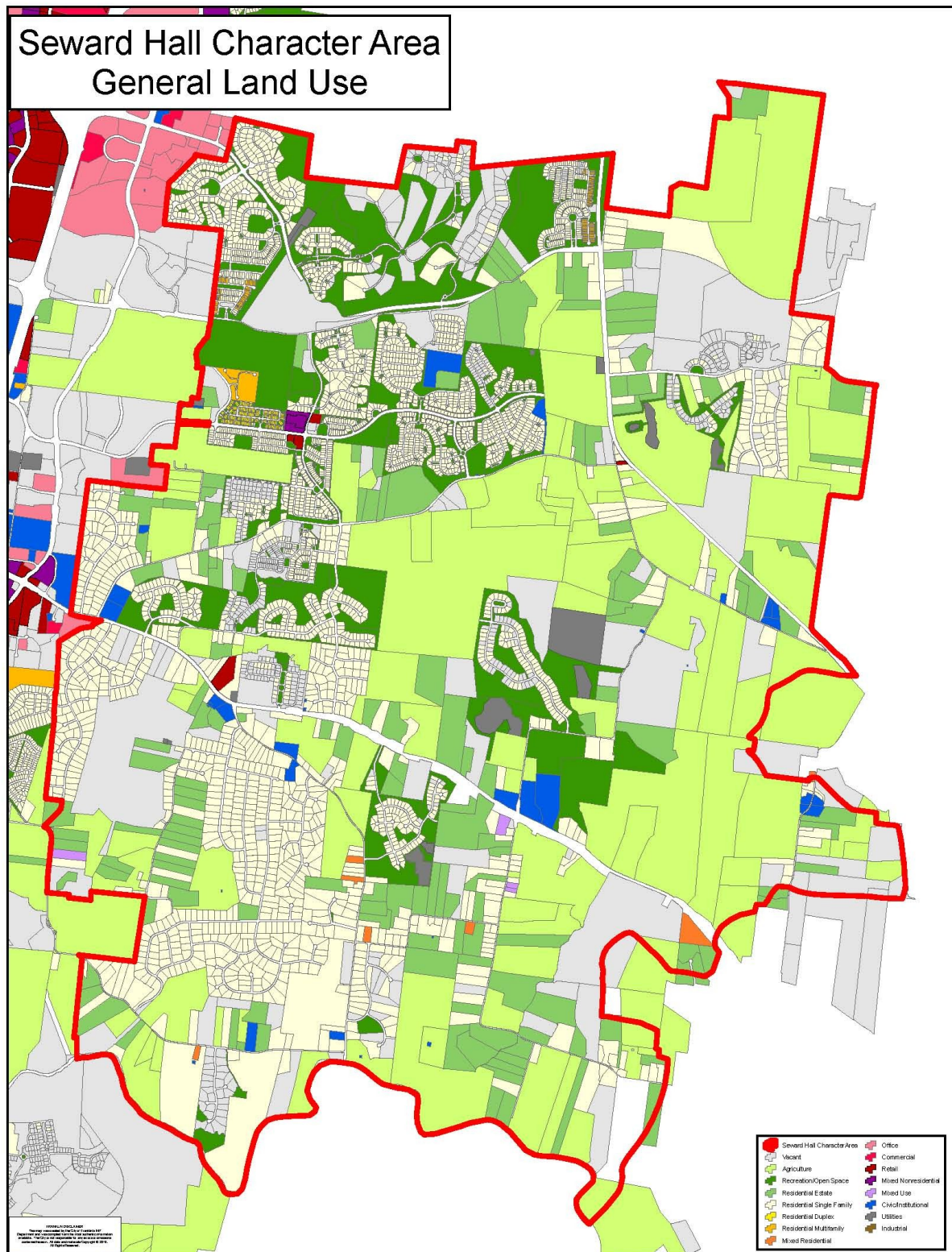
The project team, consisting of representatives from Franklin's Planning, Engineering, and Administration Departments as well as Williamson County Planning Department, met regularly for approximately six months. Additional support has been offered by the Streets Department in making the signs and the GIS Division with mapping. As part of the project schedule, an outreach campaign was developed to increase community awareness, participation and input which identified a minimum of **5 outreach techniques** including a website, social media updates, email blasts, media alerts, and **40 signs** regarding a community meeting. Based on participant feedback, signage was the most effective meeting notification technique.

The Project Team hosted 8 stakeholder sessions on September 21 and 22, 2010 and spoke with a total of **24 stakeholders**. Based on the feedback obtained from these sessions, the project team revised potential special area limits, as well as associated recommendations and design concepts. These revised proposals were shared with **25 community members** at a Project Open House at Fire Station #6 in the Seward Hall Area on October 14, 2010. The open house format of this meeting allowed participants to view a PowerPoint, which provided an introduction to the Land Use Plan and the format of the meeting, and encouraged them to visit stations with maps reviewing subjects including transportation, land use, utilities, conservation areas, zoning as well as the existing and proposed Land Use Plan Map. City staff members were available at each station to answer any questions. Through general discussions, the responses from **24 written surveys**, **74 written comments** and a Red Dot/Green Dot exercise participants provided staff with solid guidance and direction for further revision to the proposed Land Use Plan update.

The Project Team evaluated the comments and survey results collected at the Open House and prepared a draft that was shared at the November 18, 2010 Joint Conceptual Project Workshop with the Board of Mayor and Alderman, Planning Commission as well as **XX** interested community members. **The updated section was approved at the XX Planning Commission meeting.**

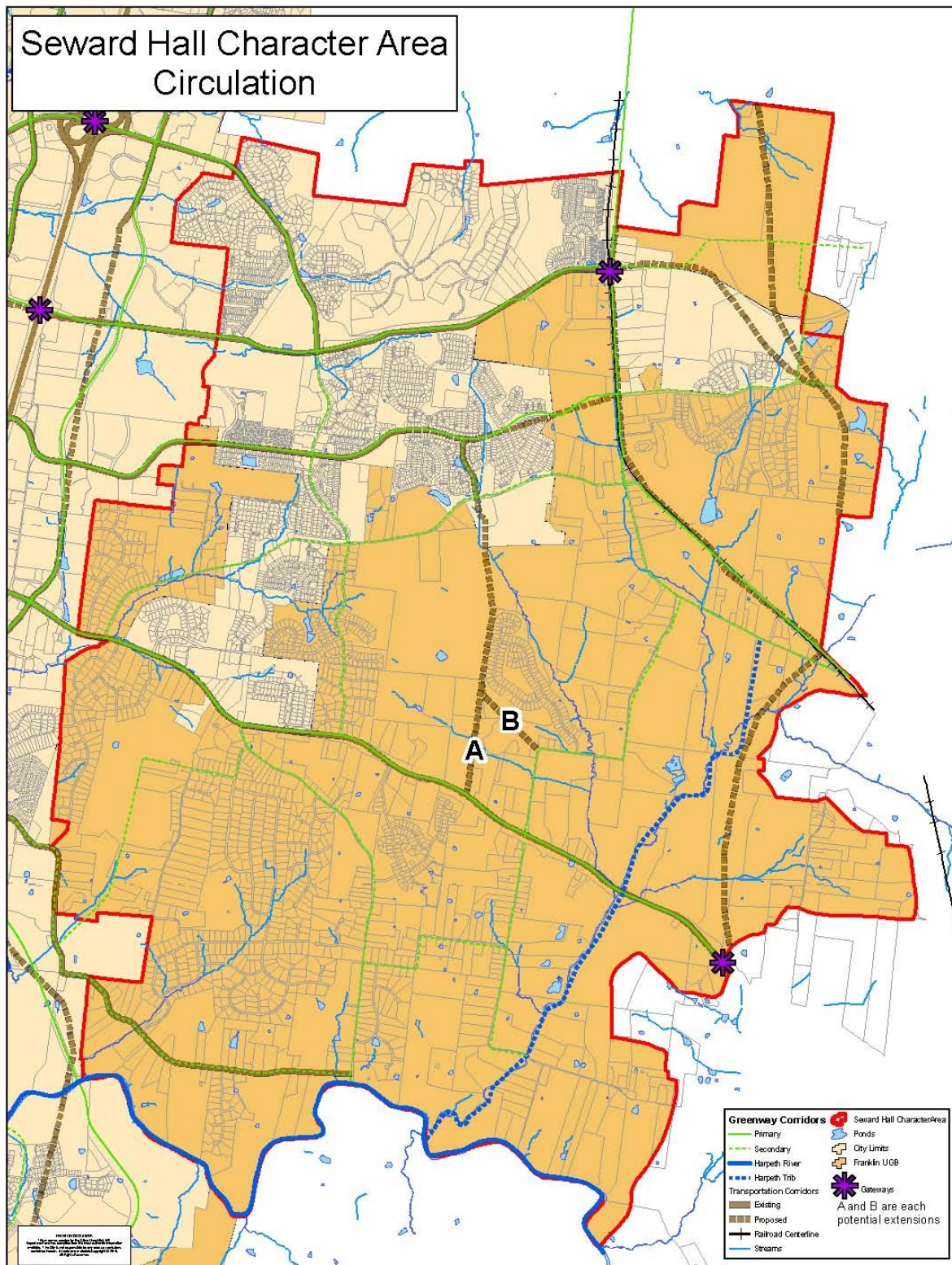
The estimated population of the Seward Hall Character Area is **10,198 impacted individuals**. **A total 51 impacted individuals attended meetings, interviews or emailed comments, resulting in an estimated 0.5% participation rate.** This rate is comparable with Land Use Plan updates in the past. It should also be noted that the nearly half of the estimated population of the Seward Hall Character Area resides outside the current city limits and in the Urban Growth Boundary.

# CHARACTER AREAS



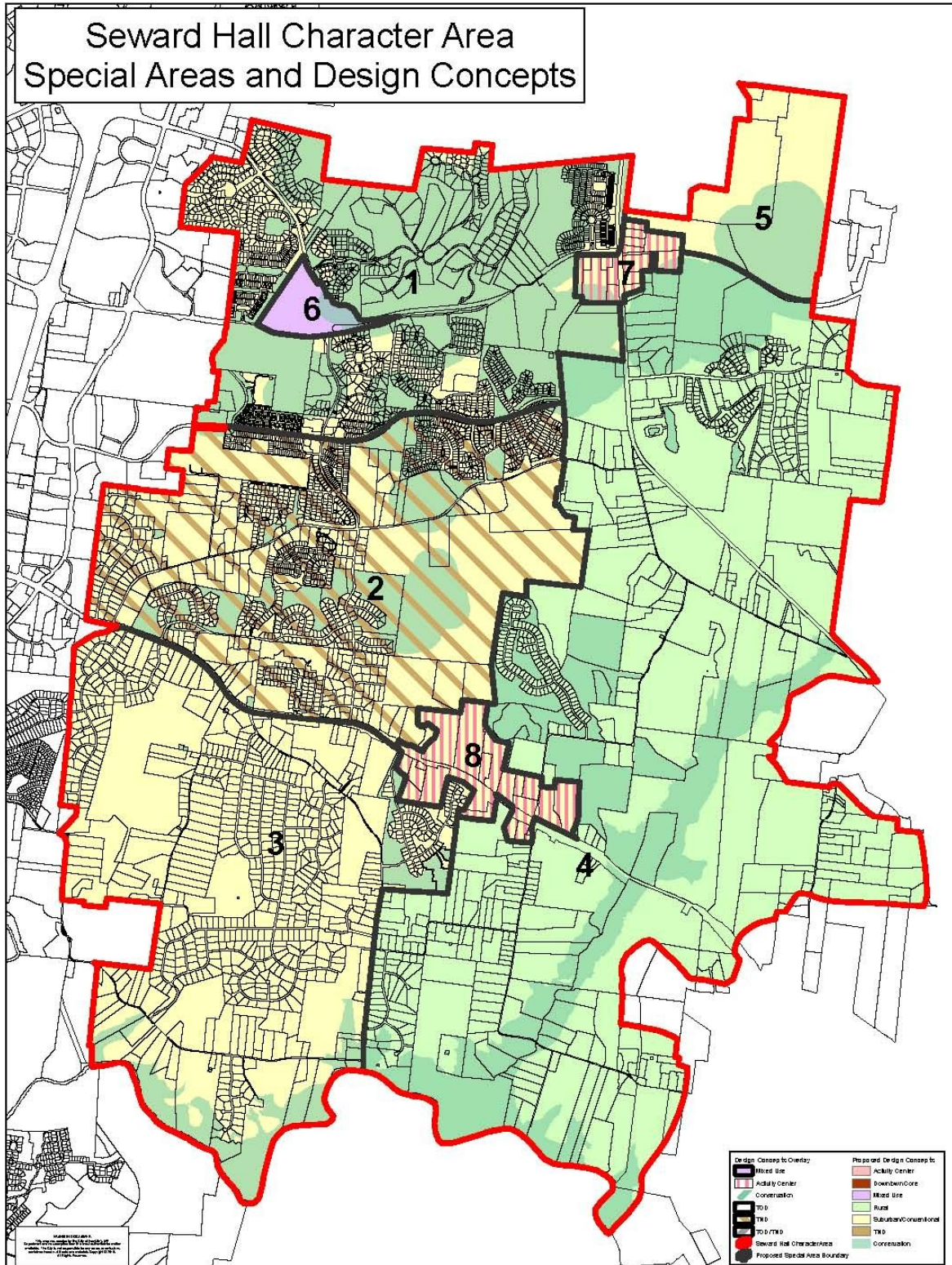


# CHARACTER AREAS





# CHARACTER AREAS



# CHARACTER AREAS

## *Special Area 1*

### *Character*

1. This area is largely either built out or committed through approved Concept Plans and typically includes attached and detached residential, parks and open space, with limited institutional and commercial uses.
2. The protection of environmental features is important to this area's unique community character. Of particular importance in this area are hillsides and hilltops, established clusters of trees, specimen trees and fencerows. These features should be protected.
3. Historic preservation helps to maintain a connection to community history, and it helps to maintain community identity in times of high growth. This special area is home to the Seward Hall- John Ewing Hill House, placed on the National Register of Historic Places in 1988. This two-story brick residence is located at 1755 Players Mill Road and is now located in the McKay's Mill Subdivision area.

### *Land Use*

1. Existing uses are predominantly attached or detached residential. New development shall be consistent with these predominant uses.
2. A commercial node currently exists in the McKay's Mill Subdivision at the intersection of Liberty Pike and Oxford Glen Drive. Because Special Areas within Seward Hall Character Area are identified as potential Activity Areas, additional commercial, office or retail uses are not supported.
3. Civic and Institutional uses, such as but not limited to schools and churches, are appropriate in nodes located at major intersections of collector or arterial streets.
4. New growth should be encouraged only in areas where adequate public water, sewer and streets are currently available or are planned.

### *Development Form*

1. This area should follow standards for the Conventional/Suburban Design Concept.
2. There are many areas that are environmentally sensitive, which have been assigned the Conservation Design Concept.
3. Smaller lots should not be located on the exterior of a proposed development adjacent to, or across the street from, larger lots of an existing development. However, if the applicant proposes an alternative, and if potential conflicts will be created, the applicant shall give justification as to how they will be mitigated or avoided.



Seward Hall

# CHARACTER AREAS

## *Connectivity*

1. Community gateways should be identified and improved. Gateways can be key entrances into the community, or they can be key connections between neighborhoods or business districts. The Major Thoroughfare Plan identifies roadway construction and improvements to McEwen Drive through the center of this special area. This roadway will provide an important connection between the city of Franklin and I-24.
2. Greenways should be encouraged as they provide an open space network between neighborhoods, mixed use centers, office and commercial developments, business districts, parks, schools and historic sites. The Greenway and Open Space Plan calls for a multi-use path and bike lanes along McEwen Drive and Wilson Pike, a multi-use path and sidewalks along Cool Springs Boulevard as well as a secondary route along Oxford Glen Drive.
3. Establishing more local street connections helps disperse traffic through the system, reducing the volume on major corridors. It increases accessibility and can reduce vehicle miles traveled and average trip length.
4. New subdivisions should provide street connections in all directions and should be designed to connect with adjacent planned or existing roads.

## *Open Space*

1. Areas identified for the Conservation Design Concept include key environmentally sensitive sites such as hilltops and hillsides but also parks, private open-space over five acres, utilities and cemeteries. Although they may not be graphically indicated, all private open space and cemeteries should be considered under the Conservation Design Concept, regardless of size.
2. Redevelopment of any existing private open spaces should be considered in conjunction with the overall subdivision layout and the City's open space requirements.
3. Cemeteries shall be governed by all federal, state and local laws, as appropriate.
4. A well-integrated network of connected open space and parks shall be encouraged to add public amenities and to preserve the existing qualities of the area.
5. Common design elements, such as fieldstone walls and wood plank fencing, should be used to create and maintain a community identity.



# CHARACTER AREAS

## *Special Area 2*

### *Character*

1. This area is largely either built out or committed through approved Concept Plans and typically includes attached and detached residential, parks and open space, with limited institutional and commercial uses. However, there are significantly sized parcels that are currently vacant or agricultural that may be considered for development in the future.
2. The protection of environmental features is important to this area's unique community character. Of particular importance in this area are hillsides and hilltops, established clusters of trees, specimen trees and fencerows. These features should be protected.

### *Land Use*

1. Existing uses are predominantly attached or detached residential. New development shall be consistent with these predominate uses.
2. Civic and Institutional uses, such as but not limited to schools and churches, are appropriate in nodes located at major intersections of collector or arterial streets or along Murfreesboro Road so long as the site design and traffic implications area adequately addressed.
3. There are currently limited commercial and other nonresidential uses are sprinkled throughout this special area. Because Special Areas within Seward Hall Character Area are identified as potential Activity Areas, additional commercial, office or retail uses are not supported.
4. New growth should be encouraged only in areas where adequate public water, sewer and streets are currently available or are planned.

### *Development Form*

1. This area should follow standards for the Conventional/Suburban Design Concept.
2. There are many areas that are environmentally sensitive, which have been assigned the Conservation Design Concept.
3. A recommended alternative for this area is the TND Design Concept, which would be appropriate when designed and developed pursuant to a Master Plan.
4. Smaller lots should not be located on the exterior of a proposed development adjacent to, or across the street from, larger lots of an existing development. Lot sizes shall transition to address existing development patterns. However, if the applicant proposes an alternative, and if potential conflicts will be created, the applicant shall give justification as to how they will be mitigated or avoided.



# CHARACTER AREAS

## *Connectivity*

1. The Major Thoroughfare Plan identifies roadway construction and improvements to Clovercroft Road, an extension of Market Street near the eastern edge of this special area and roadway widening of Highway 96/Murfreesboro Road along the southern edge of this special area.
2. Greenways should be encouraged as they provide an open space network between neighborhoods, mixed use centers, office and commercial developments, business districts, parks, schools and historic sites. The Greenway and Open Space Plan calls for a multi-use path and bike lanes along Highway 96/Murfreesboro Road as well as secondary routes along Clovercroft Road and Oxford Glen Drive.
3. Establishing more local street connections helps disperse traffic thereby reducing the volume on major corridors and easing congestion. Additionally, more local street connections increases accessibility and can reduce vehicle miles traveled and average trip length.
4. New subdivisions should provide street connections in all directions and should be designed to connect with adjacent planned or existing roads.

## *Open Space*

1. Areas identified for the Conservation Design Concept include key environmentally sensitive sites such as hilltops and hillsides but also parks, private open-space over five acres, utilities and cemeteries. Although they may not be graphically indicated, all private open space and cemeteries should be considered under the Conservation Design Concept, regardless of size.
2. Redevelopment of any existing private open spaces should be considered in conjunction with the overall subdivision layout and the City's open space requirements.
3. Cemeteries shall be governed by all federal, state and local laws, as appropriate.
4. A well-integrated network of connected open space and parks shall be encouraged to add public amenities and to preserve the existing qualities of the area.
5. Common design elements, such as fieldstone walls and wood plank fencing, shall be used to create and maintain a community identity

# CHARACTER AREAS

## *Special Area 3*

### *Character*

1. This area is largely built out and typically includes detached residential uses on larger lots. However, there are significantly sized parcels that are currently vacant or agricultural that may be considered for development in the future.
2. The protection of environmental features is important to this area's unique community character and should be protected. Of particular importance in this area is the floodplain.
3. Historic preservation helps to maintain a connection to community history, and it helps to maintain community identity in times of high growth. This special area is home to Cedarmonst constructed between 1816 and 1823 and placed on the National Register of Historic Places in 1984. Cedarmonst is an architecturally and historically significant structure of the early 19<sup>th</sup> century and received its name from the row of cedars which lined the driveway to the house. This residence is located at 2030 Cedarmonst Drive near what is now the Cedarmonst Subdivision.

### *Land Use*

1. Existing uses are predominately detached residential. New development shall be consistent with these predominate uses.
2. There are currently limited Civic and Institutional uses sprinkled throughout this special area. Additional Civic and Institutional uses are appropriate so long as the site design and traffic implications are adequately addressed.
3. Because of there is the potential for Activity Centers within Seward Hall Character Area, additional commercial, office or retail uses are not supported.
4. New growth should be encouraged only in areas where adequate public water, sewer and streets are currently available or are planned.

### *Development Form*

1. This area should follow standards for the Conventional/Suburban Design Concept. There are also many areas that are environmentally sensitive which have been assigned the Conservation Design Concept.
2. Smaller lots should not be located on the exterior of a proposed development adjacent to, or across the street from, larger lots of an existing development. Lot sizes shall transition to address existing development patterns. However, if the applicant proposes an alternative, and if potential conflicts will be created, the applicant shall give justification as to how they will be mitigated or avoided.

# CHARACTER AREAS

## *Connectivity*

1. The Major Thoroughfare Plan identifies roadway improvements to South Carothers Road and Arno Road and roadway widening to Highway 96/Murfreesboro Road .
2. Greenways should be encouraged as they provide an open space network between neighborhoods, mixed use centers, office and commercial developments, business districts, parks, schools and historic sites. The Greenway and Open Space Plan calls for a multi-use path and bike lanes along Highway 96/Murfreesboro Road as well as secondary routes along South Carothers Road and Arno Road.
3. Establishing more local street connections helps disperse traffic thereby reducing the volume on major corridors and easing congestion. Additionally, more local street connections increases accessibility and can reduce vehicle miles traveled and average trip length.
4. New subdivisions should provide street connections in all directions and should be planned to connect with adjacent planned or existing roads.

## *Open Space*

1. Areas identified for the Conservation Design Concept include key environmentally sensitive sites such as floodplain but also private open-space over five acres, utilities and cemeteries. Although they may not be graphically indicated, all private open space and cemeteries should be considered under the Conservation Design Concept, regardless of size.
2. Redevelopment of any existing private open spaces should be considered in conjunction with the overall subdivision layout and the City's open space requirements.
3. Cemeteries shall be governed by all federal, state and local laws, as appropriate.
4. A well-integrated network of connected open space and parks shall be encouraged to add public amenities and to preserve the existing qualities of the area.
5. Common design elements, such as fieldstone walls and wood plank fencing, shall be used to create and maintain a community identity.



# CHARACTER AREAS

## *Special Area 4*

### *Character*

1. This area is comprised of significantly large parcels that are currently vacant, agricultural, estate residential uses that may be considered for development in the future.
2. The protection of environmental features is important to this area's unique community character. Of particular importance in this area are hillsides and hilltops, floodway and floodplains, established tree stands, specimen trees and fencerows as well as rural viewsheds. These features should be protected.
3. Historic preservation helps to maintain a connection to community history, and it helps to maintain community identity in times of high growth. This special area is home to multiple historic resources including:
  - a. The John Herbert House, built in 1830 and updated in 1910, is currently on National Register of Historic Places but has recently been slated for relocation in 2010. This home is a notable example of an early ninetieth century double pen log residence with an open breezeway or dogtrot and sits on a cut-stone foundation with exterior limestone chimneys. The main entrance is at the location of the breezeway. This home is located at 3201 Herbert Drive in the present day Breezeway Subdivision, developed with the Herbert House as its focal point. The associated Herbert Cemetery is located nearby at 537 Federal Street.
  - b. The Joseph Wilson House, built between 1861 and 1865, is two story frame, central passage antebellum residence with Greek revival detailing. The property was listed on the National Register of Historic Places in 1988 and has had few changes or additions since the date of construction. This home is located at 4176 Clovercroft Road.
  - c. Trinity United Methodist Church is a one story brick Victorian Romanesque church located at 2084 Wilson Pike. Built in 1897, this structure was damaged by a tornado in 1909 and repaired to match the original design. The church was placed in the National Register of Historic Places in 1988.
  - d. The John Crafton House, located at 4378 North Chapel Road, is a one-story brick residence constructed in two phases in 1813 and then in 1830. Adjacent to the house is a log smoke house with half-dovetail notching and a gable metal roof, built in 1830. The Crafton House was placed on the National Register of Historic Places in 1988.

# CHARACTER AREAS

## *Land Use*

1. Existing uses are predominately detached residential on larger lots. New development should be Detached Residential on lots that are a minimum of one acre. If utilities and infrastructure are available, a conservation subdivision, with a minimum of 50% open space and lots of less than one acre, may be considered.
2. Limited Neighborhood and Local Retail may be appropriate near the intersection of Clovercroft Road and Wilson Pike so long as the site design and traffic implications area adequately addressed.
3. There are currently limited Civic and Institutional uses sprinkled throughout this special area. Additional Civic and Institutional uses are appropriate so long as the site design and traffic implications are adequately addressed.
4. New growth should be encouraged only in areas where adequate public water, sewer and streets are currently available or are planned.

## *Development Form*

1. This area should follow standards for the Rural Design Concept.
2. There are also many areas that are environmentally sensitive which have been assigned the Conservation Design Concept.

## *Connectivity*

1. The Major Thoroughfare Plan identifies roadway construction, relocation, and widening to Wilson Pike running through the center of this special area, an extension of Liberty Pike and McEwen Drive in the northern portion of this special area, improvements to North Chapel Road and roadway widening of Highway 96/Murfreesboro Road in the southern portion of this special area.
2. Greenways should be encouraged as they provide an open space network between neighborhoods, mixed use centers, office and commercial developments, business districts, parks, schools and historic sites. The Greenway and Open Space Plan calls for sidewalks and bike lanes along Liberty Pike, a multi-use path and bike lanes along Highway 96/Murfreesboro Road and Wilson Pike as well as secondary routes along Clovercroft Road, McEwen and North Chapel. A secondary tributary route has been identified along Mayes Creek and Wilson Pike Creek.
3. Establishing more local street connections helps disperse traffic thereby reducing the volume on major corridors and easing congestion. Additionally, more local street connections increases accessibility and can reduce vehicle miles traveled and average trip length. New subdivisions should provide street connections in all directions and should be planned to connect with adjacent planned or existing roads.
4. Common design elements, such as fieldstone walls and wood plank fencing, shall be used to create and maintain the land-use character of the area.

# CHARACTER AREAS

## *Open Space*

1. Areas identified for the Conservation Design Concept include key environmentally sensitive sites such as floodplain but also private open-space over five acres, utilities and cemeteries. Although they may not be graphically indicated, all private open space and cemeteries should be considered under the Conservation Design Concept, regardless of size.
2. Redevelopment of any existing private open spaces should be considered in conjunction with the overall subdivision layout and the City's open space requirements.
3. Cemeteries shall be governed by all federal, state and local laws, as appropriate.
4. The Greenway and Open Space Plan identifies a potential park and trail heads in areas surrounding the intersections of Wilson Pike, the Railroad and Future Wilson Pike, Clovercroft Road, North Chapel Road as well as Wilson Pike Creek and Mayes Creek.
5. A well-integrated network of connected open space and parks shall be encouraged to add public amenities and to preserve the existing qualities of the area.
6. Common design elements, such as fieldstone walls and black wood plank fencing, shall be used to create and maintain the land-use character of the area.



# CHARACTER AREAS

## *Special Area 5*

This area was de-annexed from the City of Franklin in 2007. It is anticipated that this area will develop with a Suburban/Conventional Design Concept and with the predominant land use being Detached Residential. The protection of environmental features is important to this area's unique community character. Of particular importance in this area are hillsides and hilltop, established clusters of trees or tree rows, as well as rural view sheds. These features are encouraged to be protected.

## *Special Area 6*

This area has been assigned the Mixed Use Design Concept and should be developed as a mixed-use area pursuant to a Master Plan. The Master Plan should accommodate existing topography and hillsides, including areas of useable open space in the overall design. Appropriate uses include Attached and Detached Residential, Neighborhood Retail, Local Retail, Office and compatible Civic Institutional uses such as fire stations, libraries, and schools.

Improvements to Cool Springs Boulevard and McEwen Drive are planned and will increase vehicular accessibility to this area. Associated pedestrian-oriented infrastructure as part of these improvements are encouraged. Pedestrian connections should be made to nearby Liberty Park and along Cool Spring Boulevard and McEwen Drive.

# CHARACTER AREAS

## *Special Area 7*

### *Character*

1. This area is currently comprised of vacant parcels or large lot residential uses that may receive development pressures in the future due to their location near the intersection of Wilson Pike and McEwen Drive.
2. The protection of environmental features is important to this area's unique community character. Of particular importance in this area are hillsides and hilltops, established tree stands, specimen trees and fencerows as well as rural view sheds. These features should be protected.

### *Land Use*

1. Existing uses are predominantly detached residential on larger lots. Additional Detached and Attached Residential uses are appropriate.
2. If significant improvements are made to McEwen Drive and Wilson Pike, Neighborhood, Civic/Institutional Uses and Professional Offices may be appropriate. If these uses are proposed, a master plan is encouraged.
3. New growth should be encouraged only in areas where adequate public water, sewer and streets are currently available or are planned.

### *Development Form*

1. This area should follow standards for the Conventional/Suburban Design Concept.
2. If significant improvements are made to McEwen and Wilson Pike and associated uses are limited to those identified in the section above, a Local Commercial Activity Center may be an appropriate alternative Design Concept.
3. There are also many areas that are environmentally sensitive which have been assigned Conservation Design Concept.
4. A transition to adjacent uses and development patterns should be provided. Smaller lots should not be located on the exterior of a proposed development adjacent to, or across the street from, larger lots of an existing development. However, if the applicant proposes an alternative, and if potential conflicts will be created, the applicant shall give justification as to how they will be mitigated or avoided.

### *Connectivity*

1. Community gateways should be identified and improved. Gateways can be key entrances into the community, or they can be key connections between neighborhoods or business districts. The Major Thoroughfare Plan identifies roadway extension and widening to McEwen Drive and Wilson Pike running through the center of this special area.
2. Greenways should be encouraged as they provide an open space network between neighborhoods, mixed-use centers, office and commercial developments, business districts, parks, schools and historic sites. The Greenway and Open Space Plan calls for a multi-use path and bike lanes along McEwen and Wilson Pike.

# CHARACTER AREAS

## *Open Space*

1. Areas identified for the Conservation Design Concept include key environmentally sensitive sites such as hilltops and hillsides but also private open-space over five acres, utilities and cemeteries. Although they may not be graphically indicated, all parks, private open space and cemeteries, regardless of size, are considered to be conservation areas and should be protected.
2. A well-integrated network of connected open space and parks shall be encouraged to add public amenities and to preserve the existing qualities of the area.
3. Common design elements, such as fieldstone walls and wood plank fencing, shall be used to create and maintain the land-use character of the area.



# CHARACTER AREAS

## *Special Area 8*

### *Character*

1. This area currently comprised of residential, civic/institutional uses as well as vacant properties that may be receive development pressures in the future due to widening of Murfreesboro Road and the potential extension of Market Street.
2. The protection of environmental features is important to this area's unique community character.
3. A special area amendment is encouraged when the location and alignment of the Market Street extension is finalized.

### *Land Use*

1. Existing uses are predominantly Civic/Institutional Uses and Detached Residential. Additional similar uses are appropriate.
2. If adequate infrastructure is available, Neighborhood, Civic/Institutional Uses, Professional Offices and Attached Residential may be appropriate. If these uses are proposed, a master plan is encouraged.
3. New growth should be encouraged only in areas where adequate public water, sewer and streets are currently available or are planned.

### *Development Form*

1. This area should follow standards for the Conventional/Suburban Design Concept.
2. Once adequate infrastructure is available and the extension of Market Street is further refined, and associated uses are limited to those identified in the section above, a Local Commercial Activity Center may be an appropriate alternative Design Concept.
3. A transition to adjacent uses and development patterns should be provided. Smaller lots should not be located on the exterior of a proposed development adjacent to, or across the street from, larger lots of an existing development. However, if the applicant proposes an alternative, and if potential conflicts will be created, the applicant shall give justification as to how they will be mitigated or avoided.

### *Connectivity*

1. Community gateways should be identified and improved. Gateways can be key entrances into the community, or they can be key connections between neighborhoods or business districts. The Major Thoroughfare Plan identifies roadway extension and widening to Murfreesboro Road and Market Street running through the center of this special area.
2. Greenways should be encouraged as they provide an open space network between neighborhoods, mixed use centers, office and commercial developments, business districts, parks, schools and historic sites. The Greenway and Open Space Plan calls for a multi-use path and bike lanes along Murfreesboro Road.

### *Open Space*

1. A well-integrated network of connected open space and parks shall be encouraged to add public amenities and to preserve the existing qualities of the area.
2. Common design elements, such as fieldstone walls and wood plank fencing, shall be used to create and maintain the land-use character of the area.